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The Effect of Premium Offers on Consumer Buying Decisions

Amy R. Parker

Illinois Wesleyan University

and

Beer Nuts, Inc.

**Running Head: THE EFFECT OF PREMIUM OFFERS ON BUYING
DECISIONS**

Abstract

Premiums programs are common promotional tools, but have received very little empirical study. The purpose of the present study was to determine the effectiveness of a premium program done by Beer Nuts, Inc. A mail survey was sent to the first 250 respondents to the premium offer. Results indicate that most of the respondents were previous Beer Nuts consumers, would switch brands to receive a premium, would pay more for a product to obtain a premium, will continue to purchase the product after receiving the premium, and will use cents-off coupons. Additionally, results show that the average premium consumer is between 30 and 60 years old. The results of this study will not only assist Beer Nuts, Inc. and other companies plan premium promotions, it will also encourage further premium research in the areas of psychology and marketing.

The Effect of Premium Offers on Consumer Buying Decisions

If you look in the cupboards of most American homes, you will find a stash of proofs of purchase somewhere. Many families with children collect Kool-Aid points, which are then redeemable for Kool-Aid merchandise. Cigarette smokers often collect Camel Cash or Marlboro Miles to turn in for free packs of cigarettes or other free merchandise. Offering "free" items with the purchase of a product is known as a premium program. The merchandise items given away are known as premiums.

There are several definitions of premium, depending on the type offered. Basically, premiums are "items of merchandise which are offered to help make a sale or otherwise motivate people" (Turner, 1973). Another definition is "an item of merchandise that is offered free or at a low cost as a reward to buyers of a specific product (Ferber, 1974).

There are also several types of premium offers. The most popular is the self liquidator (Turner, 1973). In this type of premium offer, the price charged for the item is enough to cover all or most of the cost to the promoter. This still represents a great value to the consumer because the promoter is able to get the item at

a very low cost since they buy in vast quantities.

Another type is the free premium. In this offer, the premium is available at the point of purchase or through the mail with proofs of purchase. In the mail in offers, shipping and handling is often charged to the consumer.

The final type of premium is the trading stamp or coupon plan. Consumers collect trading stamps or coupons which are then redeemable for merchandise. It is common in this type of offer to have a selection of merchandise requiring differing amount or coupons or stamps. This way, the consumer has a choice of the type of merchandise they receive as well as a choice of how long they are willing to collect.

The common denominator of all these plans is that the consumer must buy the merchandise at some point in order to receive the premium. The hope is that the offer of something free is enough to cause the consumer to switch brands or even to buy something that they normally would not.

At first glance, it may not seem that important that the consumer has purchased a product once. If each person only buys the product once, it will most likely not effect sales much. However, there are two psychological theories, cognitive dissonance and operant conditioning, that strongly suggest that the first purchase

will lead to other purchases.

Cognitive dissonance theory states that clashing thoughts and behaviors cause discomfort. When our thoughts and our actions are inconsistent with one another, we are psychologically uncomfortable and will attempt to change one or the other to reduce our discomfort (Festinger, 1957). "If individuals can be made to act in ways that are inconsistent with their attitudes, they may change their thoughts to bring them into agreement with their actions" (Coon, 1989).

According to this theory, if a consumer bought a product they normally would not in order to receive a premium, their behavior of buying the product and their attitude of not liking the product would be in disagreement and cognitive dissonance would result. In this situation, the consumer must change either their beliefs or their actions so that they match. Since the consumer is motivated to buy the product to obtain the premium, the likely outcome is that they will change their attitude toward the product. The consumer has changed their beliefs to the thought "I really like Brand X, I should buy it more often." Now that the attitude toward the product has changed to match the action of buying the product cognitive dissonance is eliminated and the discomfort is gone.

The advantage to the promoter of the premium program is that due to cognitive dissonance, the consumer has decided that they

really like Brand X (their brand) and will probably purchase it again. So, it was not simply one purchase that was gained from the premium, it is many.

This theory, however, could also explain why a premium offer could lead to a single purchase only. It is possible that the premium itself may be a sufficient motivation to buy the product. In this case, the consumer could rationalize the fact that they bought a product they normally would not by the fact that they received a desirable premium. This way the consumer could explain their action of buying a product they do not like with the fact that they are only buying it to receive the premium. Thus, their actions and beliefs are not clashing with each other -- they still do not like Brand X, but they now have a reason for buying it. If this is the case, premiums are not a good promotional technique.

Another psychological theory that explains why the first purchase may lead to others is operant conditioning theory. The basis of operant conditioning is summarized by Skinner (1938) as follows: behaviors followed by a positive reinforcer (such as receiving a premium item) are likely to be repeated. The more often a behavior is rewarded with a reinforcer, the more often the subject will complete the behavior. Using this theory, it is easy to see how one purchase to obtain a premium will lead to additional purchases. The

consumer purchases Brand X, then receives a positive reinforcer, the premium. Therefore, the consumer's behavior of buying Brand X will be repeated. One problem with this theory is that one reinforcer of a premium may not be enough to establish the connection between the purchase of the product and a reinforcer. However, if the company offers premiums on a regular basis, the probability of the consumer connecting the brand with the reinforcer increases.

Another way operant conditioning theory supports premiums is by the simple act of buying the product repeatedly. For example, if the consumer must send in seven proof of purchase seals to obtain the premium, that means they must purchase the product seven times. If the consumer chooses to collect the proofs over time, then during seven visits to the store they will pick up the product off the shelf. This establishes the conditioning that when the consumer walks down a certain aisle in the store they always pick up Brand X. Conditioning theory suggests that then the next time the consumer walked down that particular aisle, they would be conditioned to pick up the product, even if they have already collected all of the needed proofs.

These two theories explain why premiums might work in very different ways. One theory, cognitive dissonance, concentrates on

the person's thoughts when they buy (or do not buy) a product and the other, operant conditioning, concentrates on how premium items are simply reinforcers for a certain purchasing behavior. These two theories suggest that there may be several explanations for why premium programs are successful.

While both cognitive dissonance theory and operant conditioning theory give a basis for why premium programs should work, a search of the traditional literature (including various databases and prominent marketing journals) reveals little research on the topic and none on premiums alone. Considering how often premium programs are used, this is surprising. For example, even as far back as 1971, \$1,598.7 million was spent by manufacturers on premiums and their promotions (Turner, 1973). Premiums were also credited with "mov[ing] more than 1½ billion dollars worth of merchandise annually (Turner, 1973).

With all of the "corporate myth" about the success of premium programs, Beer Nuts, Inc. decided to try one to increase their sales. Since they believed their demographic base to be males aged 21-65 with an outdoor interest, they decided to use fishing lures as the premium. The "Double Catch" program, as it was entitled, offered consumers 2 free fishing lures with 7 proofs of purchase and \$1.50 shipping and handling. This was the first time Beer Nuts, Inc. had

offered a premium that was supported with advertisement. In the past, the premium offers were put directly into the can or bag of BEER NUTS Brand Snacks and therefore were available only to current BEER NUTS Brand Snacks consumers. While this may have been an effective method for maintaining customers, it did not bring any new customers to the brand.

The basics of the "Double Catch" program are as follows: consumers were to send in a completed order form (available in stores), 7 proofs of purchase and \$1.50 shipping and handing. In four to six weeks they would receive their 2 free lures, a Rapala Rattl'n Rap and a Blue Fox Aqua Spoon, both imprinted with the Beer Nuts logo. These name brand lures were chosen because of their high quality. Research has shown that high quality premiums are more successful than cheap imitations (Meridith, 1977).

The promotion was supported through two separate marketing channels: consumer and trade. On the trade side, Beer Nuts, Inc. sent press releases to many of the national trade magazines including Candy Wholesaler and Confectioner Magazine (for a complete list of magazines and a copy of the press release, see appendix A). In addition, Beer Nuts, Inc. made available to their salespeople a color sheet detailing the program (appendix A). All of this advertising and promotion was aimed not at the final consumers, but rather at

the buyers of snack foods for grocery chains, convenience stores, gas stations, etc.

To promote the program to the final consumers, BNI sent a press release to the major outdoor magazines such as Peterson's Outdoor Magazine and Fishing Facts (for a complete list and a copy of the press release, see appendix B). In addition, on the in store displays there was a large header card detailing the program and a tear pad containing color redemption coupons to be mailed in (appendix B). Finally, BNI joined forces with the Bloomington Convention and Visitor's Bureau and took out a $\frac{1}{4}$ page ad in BassMaster magazine. The ad promoted the lure program and a fishing tournament that was held in Peoria (appendix B).

The purpose of the present project was to determine the success of the Beer Nuts "Double Catch" fishing lure offer, and to offer possible psychological explanations for the success (if the program is found to be successful) of the program. In addition, demographic data were gathered that will help Beer Nuts, Inc. determine their demographic base. This information will help Beer Nuts, Inc. determine what types of premiums, if any, to offer in the future.

To obtain this information a mail survey was sent out to a select group of consumers who responded to the "Double Catch"

offer. From the data gained from this survey, several hypotheses were tested. Because there has been very little research in the area of premiums, the hypotheses are based on logic rather than empirical data.

The first hypothesis is that the majority (at least 50%) of the respondents will be first time purchasers of BEER NUTS Brand Snacks. There are two theories that support this hypothesis. First, one of the purposes of a premium offer is to "get the consumers of competitive products to switch to the promoter's product ..." (Stanley, 1977), therefore, some of the consumers should be those who normally buy a competitor's product. Secondly, the definition of a premium is "[an] item of merchandise [that is] offered to help make a sale or otherwise motivate people." Inherent in this definition is that people who would not normally purchase BEER NUTS Brand Snacks will be motivated to do so by the offer of the premium.

The second hypothesis is that the majority of the respondents will say that a premium would make them switch brands. Again, this relates back to the purpose of premiums being to get consumers to switch brands.

The third expected result is that people will be willing to pay more for an item if a premium is offered. It is expected that the

perceived value of the premium will offset the fact that an item may be more expensive than a competitor's product.

Fourth, it is expected that once a person has purchased a product and received the premium, they will continue to purchase the product. Cognitive dissonance and operant conditioning theories both support this hypothesis.

The fifth hypothesis is that people who respond to premiums will be likely to use cents-off coupons. People who respond to premiums are most likely price sensitive and would therefore use cents-off coupons also. In addition, if a consumer is willing to go to the time and effort to collect proofs or purchase, fill out the coupon, and send away for the premium, they are likely to go to the trouble to cut and use coupons.

The sixth hypothesis to be tested is that the age groups of the premium consumers are likely to be the young and the old, with a gap where the middle-aged will NOT respond to premiums. This intuitively ties in with hypothesis six in that the younger and older are likely to have more time to spend in getting the premium.

Finally, the seventh hypothesis is that people who have responded to premium offers before the "Double Catch" offer are more likely to be attracted to any type of premium offer. The fact that they have responded to previous offers suggests that they are

more interested premiums in general rather than this specific premium.

Method

Materials

A mail survey was constructed to determine if the program was a success (see appendix C for complete survey). A mail survey was chosen for several reasons. The first and foremost reason was that because the consumers were mailed their premium, Beer Nuts, Inc. had an accurate database of mailing addresses. Also, this database contained known premium consumers who had demonstrated an interest in BEER NUTS Brand Snacks. Secondly, a mail survey offers an anonymity that is difficult to obtain through any other survey method. Since many of the questions concerned purchasing preferences and sensitive demographic information, anonymity was deemed important. Finally, a mail survey is the least expensive way to obtain large amounts of information (Dillon, 1993; Ferber, 1973; Pope, 1993, Tull, 1993).

I constructed the survey myself, and took steps ensure that the questionnaire was valid and reliable in its construction. The survey was distributed to several professors in the areas of psychology and marketing, as well as to the management of Beer

Nuts, Inc. Once the survey was thus approved, it was sent out to the Physical Plant staff of Illinois Wesleyan University. This group was chosen because they display a strong similarity to the demographic base of BEER NUTS Brand Snacks. A copy of the survey was sent along with a cover letter asking the employees to evaluate the survey. To ensure that the survey was evaluated and returned, each person received two Beer Nuts fishing lures upon receipt of their comments.

Several methods were utilized to guarantee a high response rate to the survey. First of all, a cover letter was included that detailed the purpose of the experiment and the importance of each response (Bordens, 1991). Second, a ball point pen was included to further entice the recipient to send back the survey (Linsky, 1975). The majority of the questions on the survey are multiple choice. This allowed the survey to be completed quickly and easily, as well as making results easy to code (Bordens, 1991; Dillon, 1993; Linsky, 1975). The survey was copied onto both sides of the paper, so that it seemed less lengthy. Finally, an addressed return envelope with the proper postage was included in the survey packet (Linsky, 1975). If the response rate was below 50%, follow-up postcards were to be sent to stimulate return (Linsky, 1975).

Subjects

The subjects were the first 250 consumers to respond to the BEER NUTS Brand Snacks "Double Catch" offer.

Procedure

The cover letter, survey, pen and return envelope were sent in a large manila envelope with the Beer Nuts 40th anniversary seal in the corner.

Results

The results of the study were coded and put into a LOTUS spreadsheet. Questions that were not answered or that were answer in a way that could not be true (ex. checking both yes and no to a question) were assigned a value of "0" and were discarded from analysis.

To test hypotheses 1-4, descriptive statistics were run on the data. A table of the results can be found in Table 1.

Insert Table 1 about here

To test hypotheses 5-7, chi-squared statistics were run. A statistically significant relationship between subjects who had previously responded to premium offers and those who stated that they use coupons was found ($p < .01$). This result supported

hypothesis 5.

A significant relationship ($p < .05$) was found between age of respondents and premium response, however it was opposite of the expected result. Results indicate that the middle aged people have a higher rate of responding than do the younger and older age groups, therefore not supporting hypothesis 6. This result can also be seen in figure 1, which represents the ages of subjects responding to the survey.

Insert figure 1 about here

Finally, no significant relationship was found between people who had responded to premium offers before and those that replied that all premiums appealed to them, not just the lures (hypothesis 7). However, this could be due to the fact that only 24% of respondents answered that all premiums appealed to them.

Discussion

Though most of my results did not come out as expected, several interesting items were discovered. First of all, the first hypothesis was not supported, but the results were still very interesting. It was discovered that only 8% of the subjects were first

time consumers of BEER NUTS Brand Snacks. While this does go against the purpose of premiums offers, it does suggest that Beer Nuts, Inc.'s previous method of placing the premium offer directly in the can may be just as effective as advertising the premium outside of the can. Due to the fact that Beer Nuts, Inc. frequently runs several promotions at one time, it was impossible to look at the sales figures for the period in question to determine if the premium actually increased sales.

The second hypothesis was not supported. Though not a majority, 47% said that a premium would encourage them to purchase a product that is not their normal brand name of choice, while only 45% said that it would not. In fact, if the people who did not answer the question were discarded, then 51% (the majority) would have said that a premium would have made them switch brands.

The third hypothesis was supported. Fifty one percent of the respondents replied that they would purchase a product that is more expensive if a premium were offered.

Hypothesis 4 concerned whether consumers would purchase BEER NUTS Brand Snacks again after receiving the premium. Due to the phrasing of the question, only 20% of the respondents answered it (see appendix C, question B1, part b). While all 20% said that they would purchase BEER NUTS Brand Snacks again, 34 people are

not enough to base assumptions on.

Hypothesis 5 was supported -- there is a significant relationship between people who respond to premiums and those who use cents-off coupons. This is probably due to the fact that people who respond to premiums are likely to be price sensitive and money conscious, as are those who use cents-off coupons.

One of the most interesting findings in the study was that the age groups that responded to the premium offer was the middle age group rather than the young and old group that I expected. These results have special implications for the marketing of premiums. Though we must be careful not to generalize too broadly, from the results of this study it seems that premium programs should be aimed at those between the ages of 30 and 60. However, another explanation is that the middle aged are the ones who like nuts, or fishing lures. Due to the narrow appeal of this premium offer and the uniqueness of the product, this explanation must be considered.

Finally, there was no statistical significance for the hypothesis that those who have responded to premium offers before will be attracted to any kind of premiums.

As with any study, there are limitations to the data. First of all, due to the accidental nature of the sample, it may be somewhat limited in its generalizability. Also, because the sample size was

limited, care must be taken in generalizing these results.

Due to the fact that the majority of the hypotheses were not supported, it is difficult to say whether cognitive dissonance or operant conditioning were at work. According to the results of this study, neither psychological theory can account for the success of premiums, because premiums were not found to be a successful method for obtaining new consumers.

The results of this study indicate the need for additional studies in the area of premium promotions. It is possible that the Beer Nuts "Double Catch" offer was unique in that it did not gain new consumers, but it could be that premiums are not an effective method for gaining new consumers. Beer Nuts, Inc. is offering a premium program with a wider appeal during the next year. The premiums offered will be Rubbermaid® coolers, thermoses, and tackle boxes. An extension to the present study would be to send the same questionnaire to the respondents to the new program and analyze the similarities and differences between the two groups.

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Appendix A

Trade Support for "Double Catch" Offer

Press Release Mailing List -- Trade Magazines

CANDY WHOLESALER
1128 16th St. NW
Washington, DC 20036-4808
ATTN: Kelly Madden
Fax: 202-467-0559

CANDY MARKETER
120 West Second St.
Duluth, MN 55802
ATTN: Tim Murphy

CONFECTIONER MAGAZINE
17400 Dallas Parkway; Suite 125
Dallas, TX 75287

FOOD AND BEVERAGE MARKETER
505 Eighth Ave.; Suite 1403
New York, NY 10018
ATTN: Dave Wellman

GROCERY MARKETING
455 N. Cityfront Plaza Dr.
Chicago, IL 60611

SNACK WORLD
1711 King St.
Alexandria, VA 22314
ATTN: Gina Barret

A Tradition Since 1953



PRESS INFORMATION
For Immediate Release

Contact: Jim Tipton
Beer Nuts, Inc.
Bloomington, IL 61701
(309) 827-8580

Beer Nuts Brand Snacks gets Hooked on Fishing

Beer Nuts brand snacks are encouraging consumers to relax and go fishing with their FREE "Double Catch" fishing lure offer. The program will be available to retailers beginning April 1, 1993, just in time for the opening of fishing season.

Consumers send in a completed coupon along with seven (7) proofs of purchase and receive two high quality fishing lures: a "Rapala" Rattl'n Rap and a "Blue Fox" Aqua Spoon, both imprinted with the Beer Nuts logo.

This program is supported by a 2 color point of purchase display and a 4 color tear pad coupon.

The promotion is well timed with fishing season as well as Memorial Day, Father's Day and 4th of July.

Contact your Beer Nuts representative for further details or call 1-800-Beer-Nut.



*Lightly Salted
Slightly Sweet*



Double Catch

O F F E R



PROGRAM DETAILS:

The 'DOUBLE CATCH' fishing lure offer will include a mail-in tear pad in each mid-size and family size display box. In addition, each mid-size, family size and 10 oz. can floor shippers and 10 oz. can cut case will include an attention-getting header card and tear pad.

HOW IT WORKS:

Consumers will receive **two** high quality fishing lures with imprinted BEER NUTS logo **FREE** when they mail in the completed coupon along with seven (7) proof-of-purchase symbols from any combination of BEER NUTS Brand Snacks **2 oz. or larger**.

SHIPPING PERIOD:

This special 'DOUBLE CATCH' offer will be shipped from April 1, 1993 through July 30, 1993. The program is ideally timed for the fishing season of April-September.

FEATURES/BENEFITS:

- Fishing is the #1 participation sport in the U.S. enjoyed by over 60 million individuals each year.
- Rapala[®] and Blue Fox[®] are two of the highest quality, most recognized names of tackle in the sport.
- These versatile lures appeal to fishermen nationwide because of their proven effectiveness on Bass, Walleye, Northern, Brown Trout, Lake Trout and Coho Salmon.
- Fishing is an ideal lifestyle/demographic tie-in to BEER NUTS Brand Snacks.

Good Fishin'

Appendix B

Consumer Support for "Double Catch" Offer

Press Release Mailing List -- Outdoor Magazines

4-WHEELER
6728 Eton Ave.
Canoga Park, CA 91303

IN FISHERMAN
#2 In Fisherman Dr.
Brainerd, MN 56401-0999

BASS FISHING GUIDE
5845 Carmicheal Road
Montgomery, AL 36117-2329

NORTH AMERICAN FISHERMAN
12301 White Water Dr.
Suite 260 Box 2403
Minnetonka, MN 55343-4100

BASSMASTER MAGAZINE
5845 Carmicheal Road
Montgomery, AL 36117

SALTWATER SPORTS
280 Summer St.
Boston, MA 02210-1126

CRAPPIE
NatCom Inc.
15115 South 76th East Ave.
Bixby, OK 74008-4114

SPORT FISHING
330 W. Canton St.
Winter Park, FL 32789

FIELD AND STREAM
Times-Mirror
2 Park Avenue
New York, NY 10016-5675

SPORTS AFIELD
250 W. 55th St.
New York, NY 10019

FISHERMAN
Peterson Publishing
8490 Sunset Blvd.
Los Angeles, CA 90069-1946

FISHERMAN'S NEWS
C-3 Bldg. Room 110 Fisherman
Seattle, WA 98119

FISHING FACT, INC.
312 E. Buffalo
Milwaukee, WI 53202-5820

GREAT LAKES BASIN REPORT
Great Lakes Sport Fishing
Council
Box 297
Elmhurst, IL 60126

A Tradition Since 1953



PRESS INFORMATION
For Immediate Release

Contact: Jim Tipton
Beer Nuts, Inc.
Bloomington, IL 61701
(309) 827-8580

Beer Nuts, Inc. Announces its "Double Catch" Offer

With spring and summer approaching, people's thoughts turn to outdoor fun. Beer Nuts brand snacks wants to be part of that fun.

For a limited time, you can receive two high quality fishing lures FREE from Beer Nuts. Just send in seven (7) proofs of purchase from any variety of Beer Nuts brand snacks (2 oz or larger) and receive one "Rapala" Rattl'n Rap and one "Blue Fox" Aqua Spoon, both imprinted with the Beer Nuts logo. These lures have a retail value of \$8.95 and make a great addition to anyone's tackle box.

Don't miss this opportunity to make Beer Nuts part of your summer, look for the special order form at a store display near you.





FEATURES/BENEFITS:

- Fishing is the #1 participation sport in the U.S. enjoyed by over 60 million individuals each year.
- Rapala[®] and Blue Fox[®] are two of the highest quality most recognized names of tackle in the sport

also can damage the seals and allow water to leak inside the lower unit — real expense. Best way to check for this is to remove the prop and turn the motor on — briefly, because a long burst out of water can cause seal problems — and observe the shaft for wobbling.

Internal noise from the lower unit is a definite fish-spooker, and it can indicate a cracked ceramic magnet on some motors. If your motor makes grinding sounds or binds when you turn the prop by hand, have your dealer check the magnet. On motors that have had a lot of use, worn bearings or bushings can be a noisemaker — and they can rob your troller of performance. Have the repair shop take a look.

RUN IT RIGHT

The way you use your motor also has a direct relationship to the amount of noise it generates. The faster any electric troller runs, the more noise it makes. So, when fish are spooky, it makes sense to plan your approach to likely hot spots so that you can keep the motor running at low speeds or not running at all.

Divers who have observed the reaction of fish to approaching trolling motors report that bass pay less attention to a motor that runs continuously at low speed than one that is blipped off and on at higher speeds. So, the best approach to a given piece of shoreline may be a low-speed, downwind approach, rather than a medium- to high-power upwind pattern, even though the upwind approach lets you control the boat more easily. If your motor has a rheostat-type switch, turn it down until you've got just enough power for steerage. In 12/24 units, use 12-volt low.

Direction changes also generate noise, so the ideal approach to a suspected bass hangout will be pretty much straight ahead — try to avoid those 90-degree turns that make big swirls in the water.

Proper prop depth also affects the noise your trolling motor produces, as well as its performance. A prop set too shallow cavitates, makes swirls and air bubbles, and spooks fish hundreds of feet away. A prop set too deep, on the other hand, creates drag, reduces the distance you can travel on a battery charge and makes weed fouling more likely. Use the adjustment on your trolling motor shaft to slide the lower unit until the prop hub is about two full diameters under water, then fine-tune it up or down depending on power-setting and wave action.

If you're running on low power and the surface is calm, you can bring it up

until the blades almost meet the surface without making added noise, but on higher settings or in rough water you'll have to bury it deep.

Be sure to keep the prop clean when you're approaching a likely hideout, too. A small bit of weed or fishing line on the hub may not interfere too much with performance, but can greatly add to the noise the unit makes at close range.

If you're dealing with extremely spooky fish, you may find it works best to approach them backward, with a bow-

mount troller. Back down the shoreline while your partner in the stern works the best spots; this keeps the electrical noise an added 15 to 20 feet from the fish.

Finally, it makes sense to get the mechanical noise of lowering your troller out of the way while you're still well-clear of the fishing spot. The clunks and clicks as a trolling motor snaps down into operating position are warning signals to nearby fish — shut down the big outboard at least 100 yards from your spot, drop the troller, and go in slow and quiet.



A lure·Appeal

Bloomington-Normal, Illinois and BEER NUTS® Brand Snacks are teaming up to "lure" you to the Twin Cities during the BASSMASTER SuperStars Tournament™ in Peoria, June 8-12, with our "alluring" down home hospitality and our "double catch" offer!

Visit Bloomington-Normal, the only place in the world where BEER NUTS products are manufactured. We're just a short 35-minute drive from the Illinois River, with some samplings you won't want to miss. So after the launch and before the weigh in, come look us over:

- ◆ nearly 2,000 hotel rooms, with quick access to Peoria
- ◆ lots of shopping, from antique stores to major malls
- ◆ home of original Steak 'n Shake® & Nestle-Beich Candy Company
- ◆ historic David Davis Mansion
- ◆ 4 challenging public golf courses

Call for your free information pack:

**1-800-433-8226
ext. BASS**

**Illinois
Don't Miss It!**

We are pleased to announce the BEER NUTS Brand Snacks 'Double Catch' FREE Fishing Lure offer. Receive a Rapala® Rattl'n Rap and Blue Fox® Aqua Spoon fishing lure FREE with a completed coupon and the necessary purchase of BEER NUTS products.

Look for details of the 'DOUBLE CATCH' offer at a store near you...

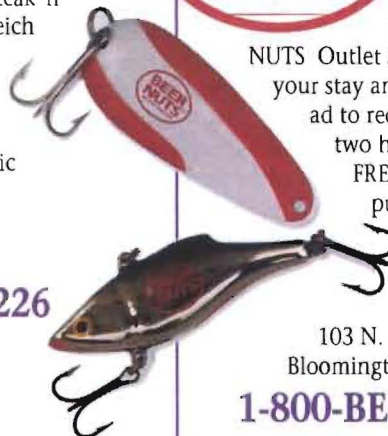
OR

Stop by the BEER NUTS Outlet Shoppe during your stay and mention this ad to receive the same two high quality lures FREE with any \$5.00 purchase.

Call for more information:
BEER NUTS, Inc.

103 N. Robinson St.
Bloomington, IL 61701

1-800-BEER-NUT



Appendix C

"Double Catch" Survey

Please take a few moments to fill out this survey. Your responses will help BEER NUTS, INC. to determine what type of products and promotions our customers would like to see. All responses are confidential.

OPINION OF LURE OFFER

A1. Have you responded to mail in premium (free or low cost) offers before?

- ☐ Yes
☐ No

A2. Did you collect the proofs of purchase over time, or did you buy all the necessary product at once?

- ☐ Collected proofs over time
☐ Bought all the necessary product at once

A3. Would you have purchased BEER NUTS Brand Snacks without the free premium offer?

- ☐ Yes
☐ No

A4. Do all types of premiums appeal to you or were the lures somehow special?

- ☐ Any type of premium offer would be appealing
☐ The lure offer was special

Please elaborate _____

A5. Did you tell anyone else about the offer?

- ☐ Yes
☐ No

A6. Would a premium offer encourage you to purchase products that are:
More Expensive?

- ☐ Yes
☐ No

Not your brand name of choice?

- ☐ Yes
☐ No

Not your product of choice?

- ☐ Yes
☐ No

A7. Did the premium meet your expectations when received?

- ☐ Yes
☐ No

If no, please explain _____

OVER

PURCHASING PREFERENCES

B1. Was this the first time you have purchased BEER NUTS Brand Snacks?

- ☐ Yes
☐ No

If yes, would you purchase BEER NUTS Brand Snacks again?

- ☐ Yes
☐ No

B2. Where do you most often buy BEER NUTS Brand Snacks?

- ☐ Discount Store
☐ Grocery Store
☐ Convenience Store
☐ Gas Station
☐ Bar
☐ Other _____

B3. Who usually buys snacks for your family?

- ☐ Myself
☐ My spouse
☐ Myself and my spouse
☐ My children
☐ The entire family shops together
☐ Other _____

B4. How often do you purchase snack items?

- ☐ Very Often
☐ Occasionally
☐ Almost Never

B5. What influences your snack item purchasing decision the most?

1= most important 4= least important

- ____ Name Brand
____ Lowest Cost
____ Highest Quality
____ Best Value

B6. Do you use cents-off coupons? (e.g. "Save 30¢ on your next purchase")

- ☐ Very Often
☐ Occasionally
☐ Almost Never

SNACKING PREFERENCES

C1. What type of snacks do you typically eat? Please check all that apply.

- ☐ Popcorn
- ☐ Potato Chips
- ☐ Pretzels
- ☐ Candy
- ☐ Nuts
- ☐ Fruits and Vegetables
- ☐ Other _____

C2. When do you usually snack? Please check all that apply.

- ☐ Between Meals
- ☐ While watching T.V.
- ☐ When Entertaining
- ☐ On The Go

C3. Where do you snack? Please check all that apply.

- ☐ Home
- ☐ Work
- ☐ Recreation
- ☐ Bars
- ☐ Social Activities

DEMOGRAPHICS

D1. Sex

- ☐ Male
- ☐ Female

D2. Age

- ☐ under 21
- ☐ 21 - 29
- ☐ 30 - 39
- ☐ 40 - 49
- ☐ 50 - 59
- ☐ 60 - 69
- ☐ over 70

OVER

D3. Occupation _____

D4. Educational Level

- ☐ some high school
- ☐ graduated high school
- ☐ some college
- ☐ graduated college
- ☐ graduate degree (M.S., PhD, M.D., etc.)

D5. Hobbies

What kinds of activities do you enjoy?

Indoors _____

Outdoors _____

D6. Do you regularly purchase sporting equipment?

- ☐ Yes
- ☐ No

If yes, where do you purchase them? Please check all that apply.

- ☐ Sporting Goods Store
- ☐ Discount store
- ☐ Mail Order

Thank you for taking the time to complete this survey!
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October 29, 1993

Table 1

Percentage Answers to Survey Questions

Question	Yes	No
Was this the first time you have purchased BEER NUTS Brand Snacks?	8%	91%
Would a premium offer encourage you to purchase products that are not your brand name of choice?	47%	45%
Would a premium offer encourage you to purchase products that are more expensive?	51%	44%
Would you purchase BEER NUTS Brand Snacks again?	20%	0%

Note. Percentages may not equal 100% due to some answers being discarded from analysis.

Figure Caption

Figure 1: Age of survey respondents.

